



**ORACLE®**

**JD Edwards EnterpriseOne CRM Solution Advisor**

# Common Customer Relationship Challenges

## CHALLENGES

- Unable to provide 24x7 customer service
- Lack of customer information impedes exceptional customer service
- Unable to easily match customer profile data with sales & service histories
- Unable to track follow-up activities



## CAPABILITIES

- Single embedded customer data base
- Comprehensive, 360 degree view of customer interactions
- Customer Self Service portal provides 24x7 sales and service
- Trouble shooting tools help reduce service requests

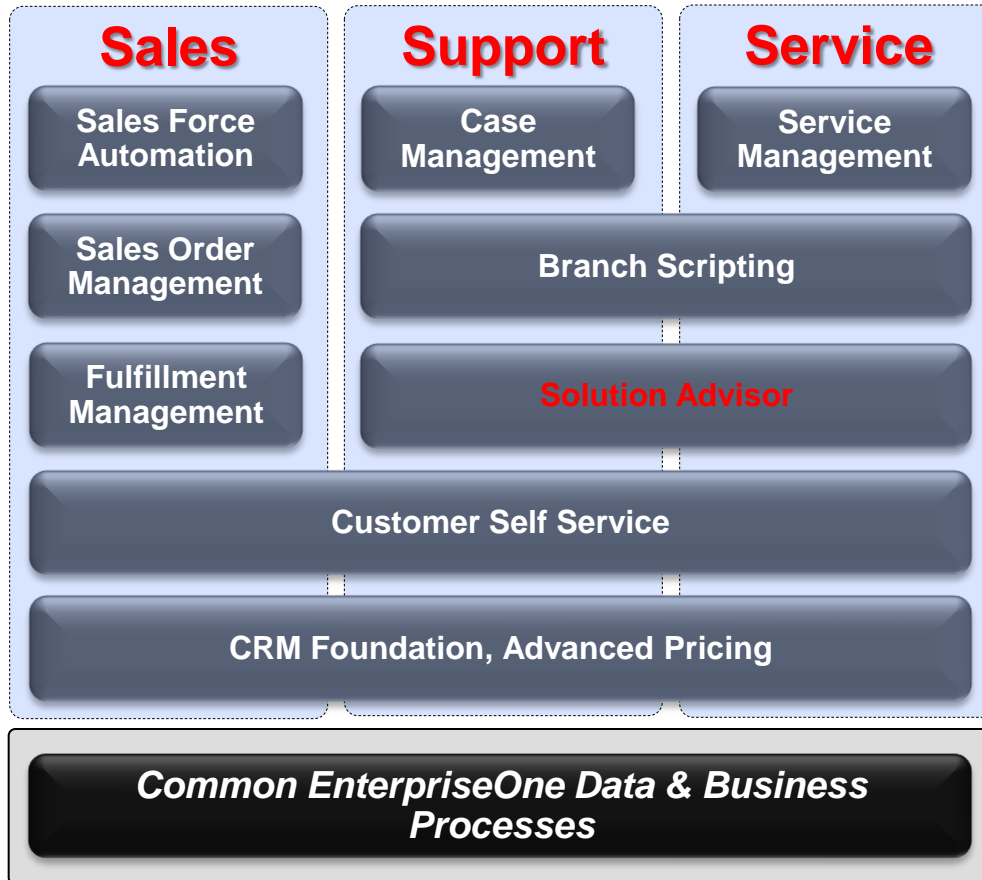


## VALUE

- Greatly enhanced customer experience and satisfaction
- Decreased response and resolution times
- Increased self service capabilities
- Better coordination and access to key customer data among departments

# JD Edwards EnterpriseOne CRM at a Glance

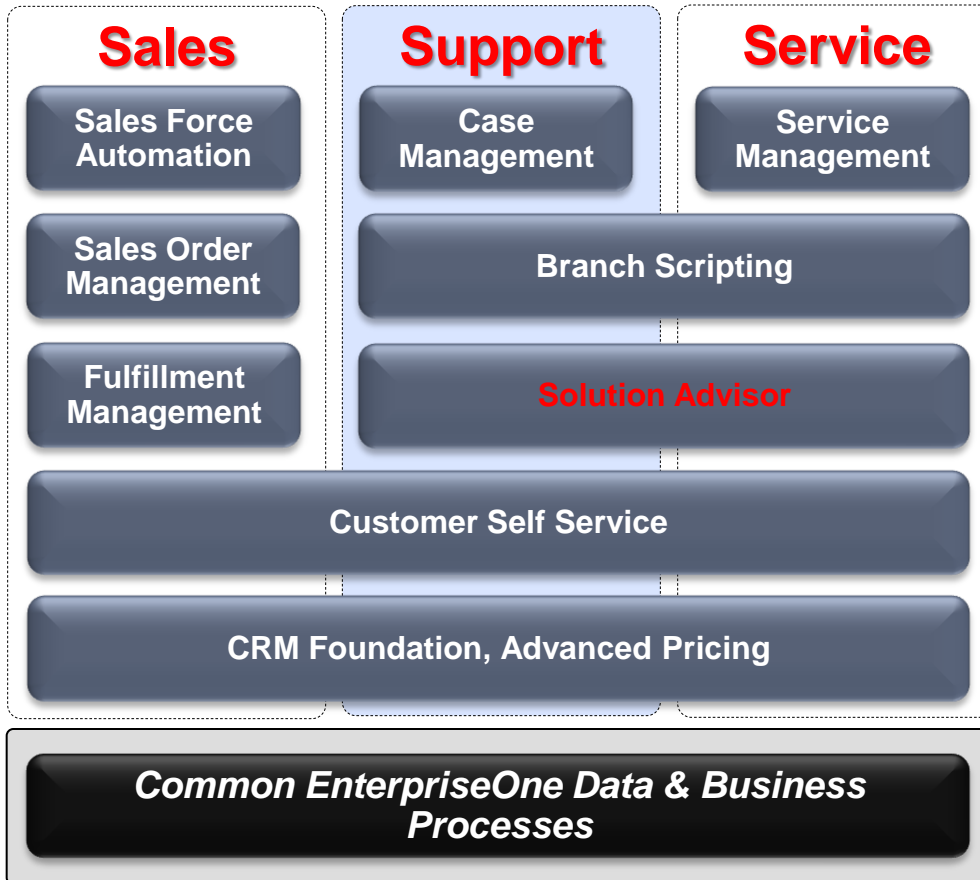
Complete, Integrated, Flexible



- ✓ Lead to Order
- ✓ Request to Resolve
- ✓ Install to Maintain

# JD Edwards EnterpriseOne CRM at a Glance

Complete, Integrated, Flexible

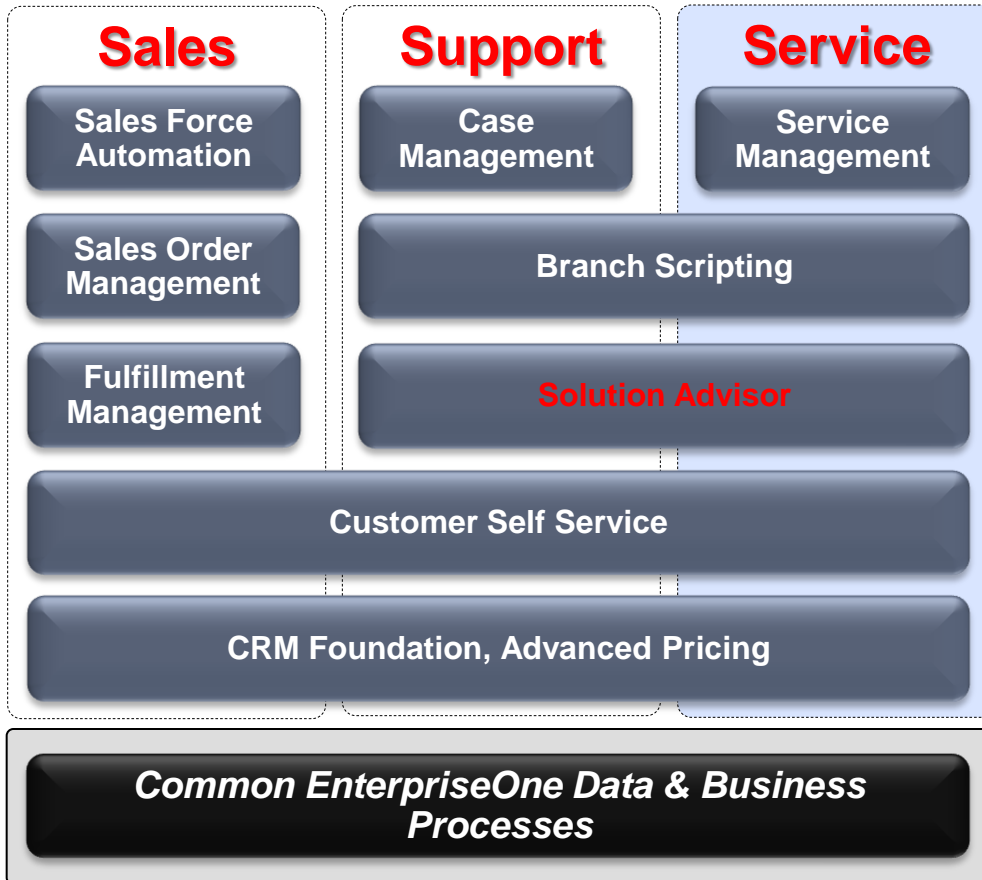


## Request to Resolve

- ✓ Receive customer calls
- ✓ Escalate issues
- ✓ Resolve using Solution Advisor
- ✓ Execute scripts for:
  - Up sell opportunities
  - Problem diagnosis
  - CSR product training
- ✓ Access customer 360<sup>o</sup>

# JD Edwards EnterpriseOne CRM at a Glance

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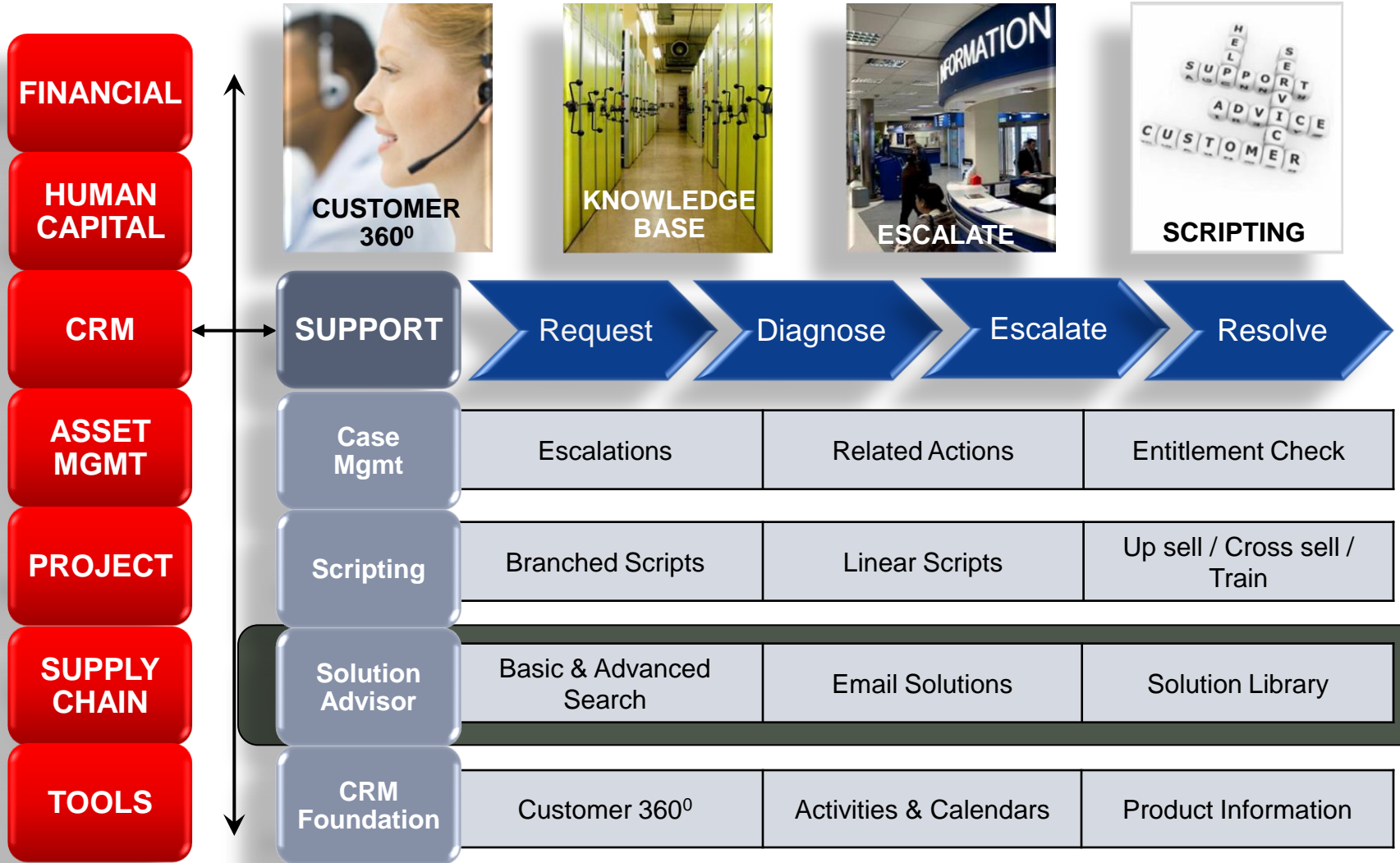


## Install to Maintain

- ✓ Access customer 360°
- ✓ Track installed equipment:
  - Customer location/status
  - Site location/status
- ✓ Service entitlement
  - Service contracts
  - Warranties
  - Supplier contracts
- ✓ Service work orders
- ✓ Bill for services

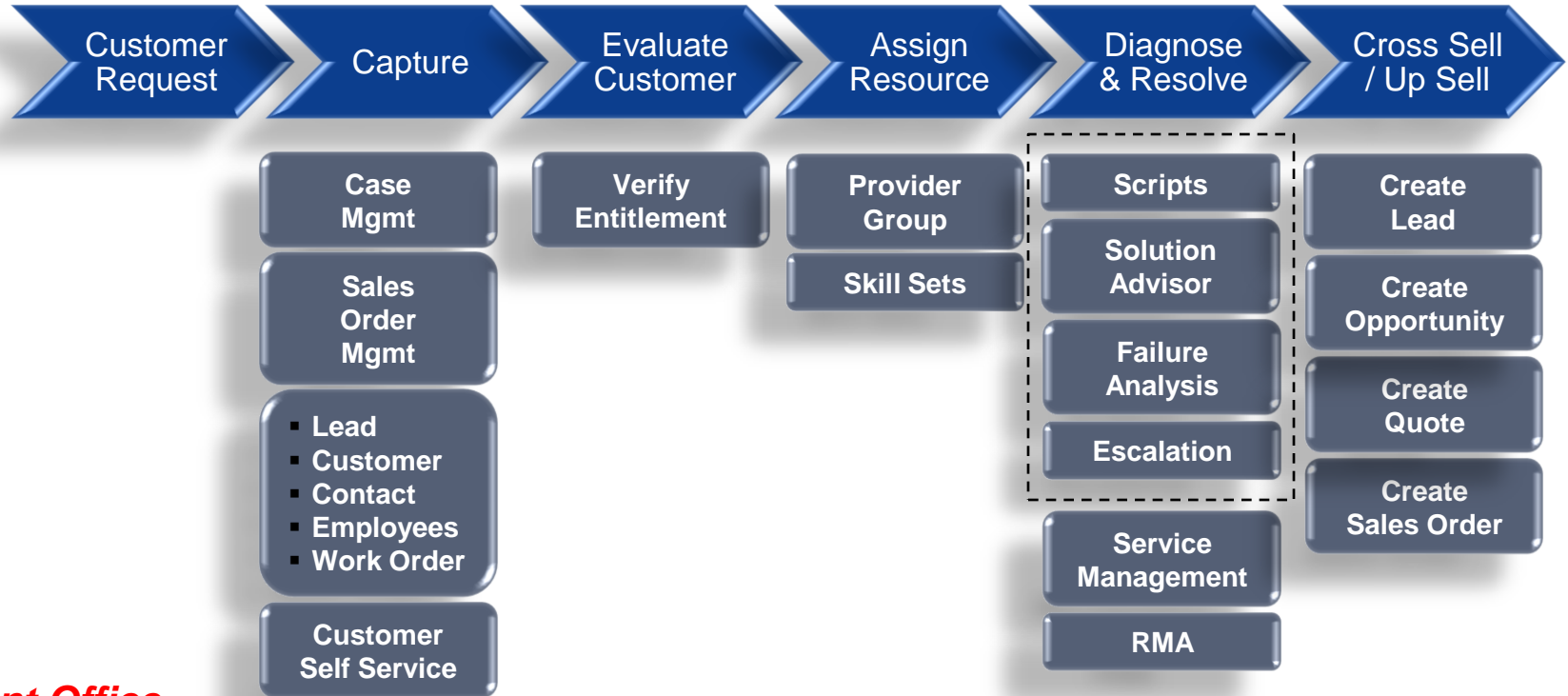
# JD Edwards EnterpriseOne CRM Support Management

Single System, Seamless Integration



# JD Edwards EnterpriseOne CRM Support

## Request to Resolve



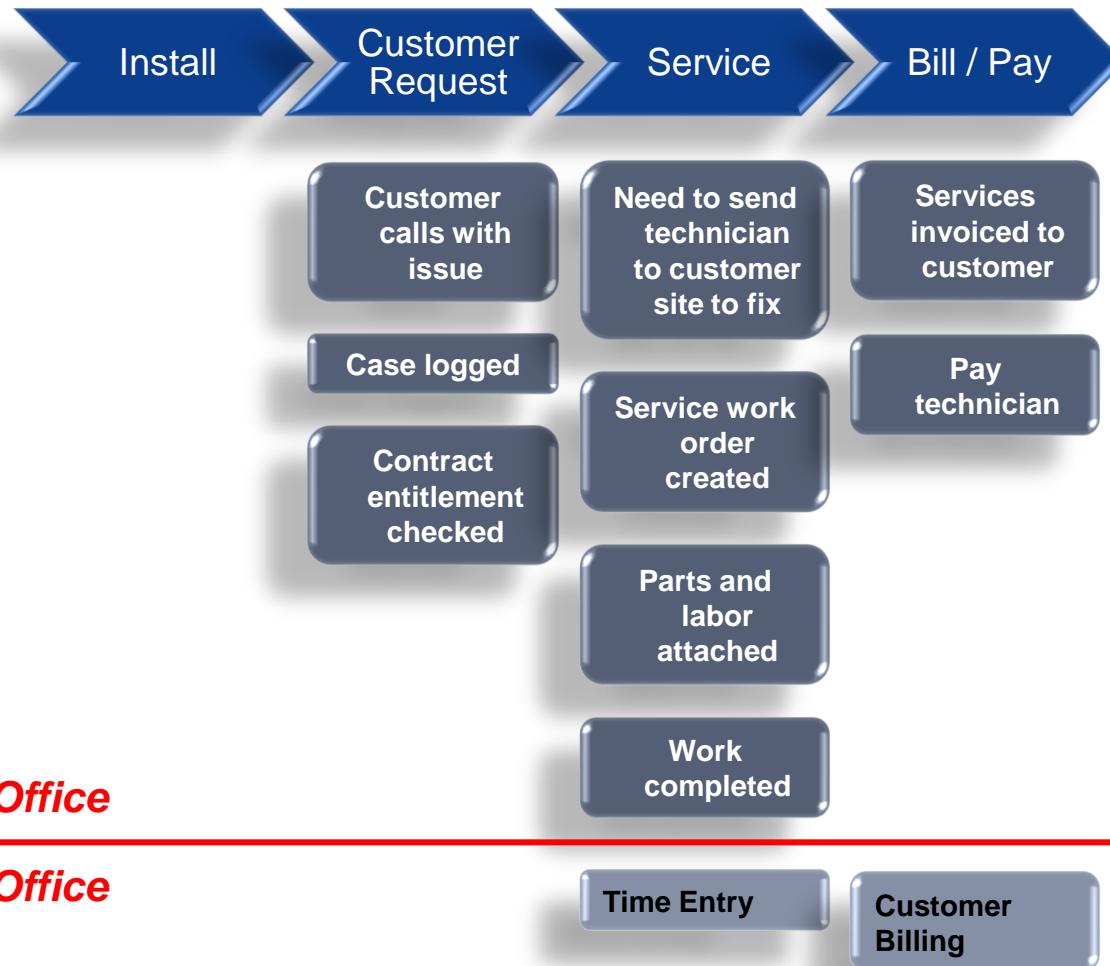
### Front Office

### Back Office



# JD Edwards EnterpriseOne CRM Service Management

Install to Maintain



*Front Office*

*Back Office*



# Demonstrating User Experience:

## Customer Impact and Ultimate Business Benefits

<b>User Actions &amp; Experience</b>	<b>Customer &amp; Business Impact</b>
<ul style="list-style-type: none"><li>▪ CSR can quickly find the account and respond to customers request at “first touch”</li></ul>	<ul style="list-style-type: none"><li>▪ Deliver fast service customer – improving customer loyalty</li></ul>
<ul style="list-style-type: none"><li>▪ CSR can update account information on the fly</li></ul>	<ul style="list-style-type: none"><li>▪ Promotes real time data that’s complete and accurate and available for all business process needs</li></ul>
<ul style="list-style-type: none"><li>▪ Easy to access Solution Library helps resolve issues on the spot</li></ul>	<ul style="list-style-type: none"><li>▪ Improve CSR productivity</li><li>▪ Minimize CSR training time</li><li>▪ Customer gets it fast and right – 1st time, ensuring customer satisfaction</li></ul>
<ul style="list-style-type: none"><li>▪ CSR can email solutions and resolve the issue while still on the call</li></ul>	<ul style="list-style-type: none"><li>▪ No additional technology expense and overhead needed to support customer communications</li><li>▪ No external follow-up tasks for CSR</li></ul>

# CRM Solution Advisor Summary:

## Greater Customer Insight

- *In tune with customer needs and values*
- *Leverage knowledge to extending product / service offerings*

## Increased Customer Access

- *Deliver on customer expectations*
- *Enhanced competitive advantage*
- *Shared key customer data*

## Effective Customer Interactions

- *Increased customer satisfaction*
- *Increased responsiveness, decreased resolution time*
- *Targeted interaction*

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